



U.S. Psychiatric & Mental Health Congress

CONFERENCE®
& EXHIBITION

Reach **2,000** U.S. Based Mental Health Clinicians

Rosen Shingle Creek • Orlando, FL

Conference Dates: September 20 - 23, 2014 • Saturday - Tuesday

Exhibit Hall Dates: September 20 - 22, 2014 • Saturday - Monday

WWW.PSYCHCONGRESS.COM



U.S. Psychiatric & Mental Health Congress CONFERENCE® & EXHIBITION

**REACH 2,000 U.S. BASED
MENTAL HEALTH PROFESSIONALS**

Conference Dates: September 20 - 23, 2014
Saturday – Tuesday

Exhibit Hall Dates: September 20 - 22, 2013
Saturday – Monday

Exhibitors may submit their 2014 Exhibitor Application and Contract as follows:

LABORATORIES MEDICAL DEVICE, PHARMACEUTICAL AND PHARMACONGENETICS COMPANIES

Jennifer Griffith

Director, Exhibits & Sponsorship Services

949.302.0734 | Cell: 714.350.7316

Fax: 714.922.6153

jennifer.griffith@NACCME.com

ALL OTHER EXHIBITORS

Ken Palmer

Account Executive, Exhibits & Digital Services

609.630.6271 | Cell: 973.219.9810

Fax: 609.371.2733

Ken.palmer@NACCME.com



Rosen Shingle Creek

9939 Universal Blvd.

Orlando, FL 32819

(866) 996 - 9939

www.rosenshinglecreek.com

BOOTH ASSIGNMENTS

Booths will be based on availability and assigned on a first-come, first-served basis.

Tiebreakers will be determined using a point system based on years in attendance and booth revenue. Advertisements, promotional sponsorships, and literature displays do not accrue points.



PsychCongress®
NETWORK



 **HMP COMMUNICATIONS, LLC™**
an HMP Communications Holdings Company

WWW.PSYCHCONGRESS.COM



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2014 PSYCH CONGRESS AUDIENCE

Attendees of the *Psych Congress* are made up of psychiatric and mental health care professionals from across the United States. Educational content delivered at *Psych Congress* benefits psychiatrists, primary care physicians, physician assistants, psychologists, advanced practice nurses, advanced practice psychiatric nurses, and registered nurses. Other health care professionals who desire to improve their diagnostic and treatment skills and advance their knowledge of mental disorders can also benefit by attending *Psych Congress*.



2013 Expected Attendance

Professional Attendance	2,000
Exhibitors & Sponsors	350
Poster Presenters	50
Faculty & Staff	80
Press, Partners, Others	40

Primary Specialty

Psychiatry	84%
General Practice	1%
Family Practice	2%
Internal Medicine	1%
Neurology	1%
Psychology	7%
Other	4%

Professional Audience

Psych MD/DO	64%
PCP MD/DO	3%
Psychologist	4%
Advanced Practice Nurse/NP	4.1%
MSW	1%
RN/Nurse	8%
MFCC	1%
Pharmacy	4.5%
Other MD	3%
Other Allied	3%

Years in Practice

1 to 5	6%
6 to 10	13%
11 to 15	18%
16 to 20	18%
20+	44%
Retired	1%

Primary Practice

Office-based – Solo Practice	33%
Office-based – Group Practice	29%
Hospital Staff	24%
Teaching	1%
Research	1%
Other	11%

Professional Attendance Breakdown by State

STATE	COUNT	%	STATE	COUNT	%	STATE	COUNT	%	STATE	COUNT	%
AE	2	0.1%	IL	75	3.8%	ND	10	0.5%	TN	35	1.8%
AK	5	0.3%	IN	25	1.3%	NE	5	0.3%	TX	90	4.3%
AL	25	1.3%	KS	15	0.8%	MH	5	0.3%	UT	15	0.8%
AR	10	0.5%	KY	15	0.8%	NJ	100	5.1%	VA	70	3.6%
AZ	30	1.5%	LA	15	0.8%	NM	5	0.3%	VT	2	0.1%
CA	110	5.6%	MA	35	1.8%	NV	5	0.3%	WA	30	1.3%
CO	10	0.5%	MD	43	2.0%	NY	220	10.7%	WI	10	0.5%
CT	10	0.5%	ME	3	0.2%	OH	45	2.3%	WV	5	0.3%
DE	5	0.3%	MI	55	2.8%	OK	5	0.3%	VI	1	0.1%
FL	380	18.8%	MN	30	1.5%	OR	5	0.3%	PR	3	0.2%
GA	100	5.1%	MO	40	2.0%	PA	100	5.1%	CANADA	60	3.1%
HI	7	0.4%	MS	10	0.5%	RI	5	0.3%	OTHER	20	1.0%
IA	10	0.5%	MT	4	0.2%	SC	20	1.0%		2,000	
ID	5	0.3%	NC	50	2.5%	SD	5	0.3%			



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MAXIMIZE YOUR EXPOSURE WITH A BOOTH PACKAGE!

Taking advantage of a booth package helps you make a bigger impact in the exhibit hall and allows you to access various benefits only available to package holders. Booth packages include the benefits of regular booth holders, in addition to traffic enhancers such as an advertisement in the *Psych Congress* directory and a listing in the "Passport to Prizes" booklet.

BOOTH PACKAGES INCLUDE:

- Advertisement in the *Psych Congress* Directory
- Listing in the "Passport to Prizes" booklet
- Highlighted listing in the *Psych Congress* Directory
- Listing on the *Psych Congress* website
- Back and side wall drapes (excludes island booths)
- Identification sign with your company name (excludes island booths)

BOOTHS ONLY INCLUDE:

- Back and side wall drapes (excludes island booths)
- Company listing in the *Psych Congress* Directory
- Company listing on the *Psych Congress* website
- Identification sign with your company name (excludes island booths)

2014 RATES		
Size	Booth Only	Booth Package
10x10	\$2,725 In-Line \$2,925 Corner	\$4,375 In-Line \$4,575 corner
10x20	\$5,450 In-Line \$5,650 corner	\$7,100 In-Line \$7,300 corner
10x30	\$8,175 In-Line \$8,375 corner	\$9,825 In-Line \$10,025 corner
20x20	\$10,900	\$12,550
20x30	\$16,350	\$18,000
20x40	\$21,800	\$23,450
30x30	\$24,525	\$26,175
20x50	\$27,250	\$28,900
30x40	\$32,700	\$34,350
30x50	\$40,875	\$42,525
40x40	\$43,600	\$45,250
40x50	\$54,500	\$56,150
50x50	\$68,125	\$69,775
60x60	\$98,100	\$99,750

2014 Nonprofit & Government Rates Available to 501(c)(3) Nonprofits & Government Agencies		
Size	Booth Only	Booth Package
10x10	\$2,050 In-Line \$2,250 Corner	\$3,700 In-Line \$3,900 corner
10x20	\$4,100 In-Line \$4,300 Corner	\$5,750 In-Line \$5,950 corner

2014 rates are based on \$27.25 (\$20.50 nonprofit) per square foot.
Corner booths have an additional \$200 premium (excludes island booths).



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Saturday - Monday, September 20 - 22, 2014
Rosen Shingle Creek • 9939 Universal Blvd. • Orlando, FL 32819

SUBMIT EXHIBITOR APPLICATION & CONTRACT TO:

**Laboratories Medical Device, Pharmaceutical
& Pharmacogenetics Companies**

Email: Jennifer.Griffith@NACCME.com or fax to (714) 922-6153

All Other Companies

Email: Ken.Palmer@NACCME.com or fax to (609) 371-2733

For office use only:

AE _____ Total \$ _____

Booth \$ _____ Ad \$ _____

Booth # _____

Exhibitor Application & Contract (Please complete your company information)

()	()	
Company Name	Company Phone	Company Fax
Company Mailing Address	City	State Zip
Company Web Site	Company E-Mail (Optional)	
Contact Name	Title	
()	()	
Contact Phone	Fax	E-mail

1. **Contact for Ad:** If you are reserving a "Booth Package" please provide contact information for the person responsible for your company advertisement that will appear in the *Psych Congress* Directory.

()		
Advertising Contact Name	Phone	E-mail

PREFERRED BOOTHS: 1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____

We wish to avoid having our exhibit located adjacent to or opposite the following company(ies): _____

Avoidance of specific exhibitors is not guaranteed and may negatively affect your booth placement

2014 RATES		
Size	Booth Only	Booth Package
10x10	<input type="checkbox"/> \$2,725 In-Line <input type="checkbox"/> \$2,925 Corner	<input type="checkbox"/> \$4,375 In-Line <input type="checkbox"/> \$4,575 Corner
10x20	<input type="checkbox"/> \$5,450 In-Line <input type="checkbox"/> \$5,650 Corner	<input type="checkbox"/> \$7,100 In-Line <input type="checkbox"/> \$7,300 Corner
10x30	<input type="checkbox"/> \$8,175 In-Line <input type="checkbox"/> \$8,375 Corner	<input type="checkbox"/> \$9,825 In-Line <input type="checkbox"/> \$10,025 Corner
20x20	<input type="checkbox"/> \$10,900	<input type="checkbox"/> \$12,550
20x30	<input type="checkbox"/> \$16,350	<input type="checkbox"/> \$18,000
20x40	<input type="checkbox"/> \$21,800	<input type="checkbox"/> \$23,450
30x30	<input type="checkbox"/> \$24,525	<input type="checkbox"/> \$26,175
20x50	<input type="checkbox"/> \$27,250	<input type="checkbox"/> \$28,900
30x40	<input type="checkbox"/> \$32,700	<input type="checkbox"/> \$34,350
30x50	<input type="checkbox"/> \$40,875	<input type="checkbox"/> \$42,525
40x40	<input type="checkbox"/> \$43,600	<input type="checkbox"/> \$45,250
40x50	<input type="checkbox"/> \$54,500	<input type="checkbox"/> \$56,150
50x50	<input type="checkbox"/> \$68,125	<input type="checkbox"/> \$69,775
60x60	<input type="checkbox"/> \$98,100	<input type="checkbox"/> \$99,750

Nonprofit & Government Rates Available to 501(c)(3) Nonprofits & Government Agencies		
Size	Booth Only	Booth Package
10x10	<input type="checkbox"/> \$2,050 In-line <input type="checkbox"/> \$2,250 Corner	<input type="checkbox"/> \$3,700 In-line <input type="checkbox"/> \$3,900 Corner
10x20	<input type="checkbox"/> \$4,100 In-line <input type="checkbox"/> \$4,300 Corner	<input type="checkbox"/> \$5,750 In-line <input type="checkbox"/> \$5,950 Corner

Booth spaces are available at \$26.25 (\$19.75 nonprofit) per square foot.
Corner booths have an additional \$200 premium (excludes island booths).

Please select the description that best suits your company:

- | | | |
|--|--|---|
| <input type="checkbox"/> Hospital/Treatment Facility | <input type="checkbox"/> Nonprofit Association | <input type="checkbox"/> Pharmaceutical |
| <input type="checkbox"/> Products/Services | <input type="checkbox"/> Publishing | <input type="checkbox"/> Recruitment/Locum Tenens |
| <input type="checkbox"/> Software/Electronic Medical Records | <input type="checkbox"/> Other (please specify): _____ | |

Please list your product name and indication or focus.

Product Indication/Focus

What are your goals for exhibiting at *Psych Congress* (check all that apply)

- | | | | |
|--------------------------------------|------------------------------------|------------------------------------|---|
| <input type="checkbox"/> Awareness | <input type="checkbox"/> Donations | <input type="checkbox"/> Education | <input type="checkbox"/> Product Launch |
| <input type="checkbox"/> Recruitment | <input type="checkbox"/> Sales | Other (please specify): _____ | |

TRAFFIC ENHANCERS:

Passport to Prizes:

If you are not reserving a "Booth Package" would you like your company to be published in the Passport to Prizes booklet?

☐ \$250

If this request is accepted, we agree to pay for said exhibit space at the rate indicated by our booth selection at left. We agree to pay to NACCME in U.S. CURRENCY drawn from a U.S.BANK as follows:

Minimum (50%) payment due within 30 Days: \$ _____

Balance (if any) due by June 6, 2014: \$ _____

NACCME FED ID #20-3237337. We fully understand that this form shall become a binding contract upon acceptance of exhibit space by the applicant and is subject to the terms, conditions, rules and regulations set forth herein and on the reverse side. NACCME reserves the right to approve all exhibit contracts and may restrict inappropriate products/services.

APPLICANT'S AUTHORIZED SIGNATURE _____ DATE _____

APPLICANT'S PRINTED NAME _____

APPLICANT'S TITLE _____

PAYMENT INFORMATION:

We agree to pay the total booths cost as rental for the space allotted to us. We understand that 50% is due within 30 days and the final balance is due June 6, 2014.

☐ Charge the 50% deposit to my credit card at this time and automatically charge the remaining 50% balance to this credit card on June 6, 2014.

☐ Only charge the 50% deposit to my credit card at this time.

☐ Charge the entire amount to my credit card at this time.

☐ Check Enclosed: Make check payable to NACCME LLC and mail with your application to: NACCME LLC, Dept. 111045, PO Box 150422, Hartford, CT 06115-0422

Credit card type: (check one): ☐ Visa ☐ MC ☐ Amex ☐ Discover

Name on credit card (please print): _____

Credit card number: _____

Expiration date: _____

Authorized Card Holder Signature: _____ Date _____

1. SHOW SPONSOR AND EXHIBITION MANAGEMENT—Exhibition Management and organizer is *U.S. Psychiatric and Mental Health Congress*. All communications with Exhibition Management shall be in care of *U.S. Psychiatric and Mental Health Congress*. Exhibition Management reserves the right to render all interpretations and to establish further regulations as may be deemed necessary for the general success of the exhibition. Exhibition Management reserves the right to decline, prohibit or expel an exhibit or exhibitor that in its judgment is out of character of the exhibition and/or is in violation of this contract or any rules and regulations now or hereafter in effect. This reservation being all-inclusive as to persons, things, printed matter, product(s), conduct, etc. Dimensions of all exhibit areas are believed to be accurately stated on the floor plans, but any discrepancies are not the fault of Exhibition Management. Exhibition Management reserves the option in any emergency either to substitute comparable display space if required by unforeseen circumstances, or to refund the exhibit fee. Exhibitors shall be bound by all pertinent laws, codes and regulations of municipal or other authorities having jurisdiction over the exhibit facility or the conducting of said exhibit, together with the rules and regulations of the owners and/or operators of the facility in which the exhibition is held. *U.S. Psychiatric and Mental Health Congress* reserves the right to approve all exhibit contracts and may restrict inappropriate products/services. The *U.S. Psychiatric and Mental Health Congress* follows the IAAE Guidelines for Display Rules and Regulations: <http://www.psychcongress.com/sites/naccme.com/files/iaee-display-rules-regs.pdf>

2. SOLICITATION—Distribution of advertising material and exhibitor solicitation of any sort shall be restricted to the exhibitor's booth. Exhibitor's exhibit or product(s) may not extend into any aisle. No exhibitor shall arrange his exhibit so as to obscure or prejudice adjacent exhibitors in the opinion of Exhibition Management.

3. SUBLETTING OF SPACE—Exhibitor agrees not to assign, sublet or apportion space or any part thereof allocated to him, nor to exhibit or advertise goods other than those manufactured or sold by him in the regular course of business, unless approved in writing by Exhibition Management.

4. INSURANCE—Exhibitor shall, at his own expense, secure and maintain through the term of this contract, including move-in and move-out days, the insurance listed below. All such insurance shall be primary of any other valid and collectible insurance of exhibitor and shall be written on an occurrence basis. Claims made policies are not acceptable and do not constitute compliance with exhibitor's obligations under this paragraph.

(A) Workers' Compensation insurance;

(B) Comprehensive General Liability insurance with limits not less than \$1,000,000 each occurrence, \$2,000,000 aggregate, combined single limit for bodily injury and property damage, including coverage for personal injury, contractual, and operation of mobile equipment, products and liquor liability (if applicable);

(C) Automobile Liability insurance with limits not less than \$500,000 each occurrence combined single limit for bodily injury and property damage, including coverage for owned, non-owned and hired vehicles, including loading and unloading operators.

Comprehensive General Liability and Automobile Liability insurance policies shall name as additional insureds *U.S. Psychiatric and Mental Health Congress* and each of its subsidiaries. If requested, copies of additional insured endorsements, primary coverage endorsements and complete copies of policies, satisfactory to *U.S. Psychiatric and Mental Health Congress*, shall be furnished to organizer 60 days before the first day of the Event. Certified copies of the Certificates of Insurance or policies shall provide that they may not be cancelled without 30 days' advance written notice to organizer.

The exhibitor understands that neither *U.S. Psychiatric and Mental Health Congress* nor Rosen Shingle Creek maintain insurance covering exhibitor's property and that it is the sole responsibility of the exhibitor to obtain such insurance.

5. DEFAULT OF OCCUPANCY—It is further agreed that actual occupation of the exhibit space by an exhibit is of the essence thereof, and that should the Exhibition Management be unable to effect the sale of the space as herein provided, the Exhibition Management is then expressly authorized to occupy or cause said space to be occupied in such manner as it may deem in the best interest of the exhibition, without any rebate or allowance whatsoever to the exhibitor and without in any way releasing said exhibitor from any liability hereunder, and said exhibitor expressly agrees to pay the Exhibition Management the full sum as herein set forth. If the exhibitor fails to comply in any respect with the terms of this agreement, then Exhibition Management shall have the right, without notice to the exhibitor, to sell or offer for sale the exhibit space covered by this contract, said exhibitor to be liable for any deficiency, loss or damage suffered by Exhibition Management by reason of the premises stated, which loss or damage the exhibitor agrees to pay Exhibition Management upon demand together with reasonable expenses and costs incurred by reason thereof.

6. BUILDING OCCUPANCY—Exhibition Management will not be liable for the fulfillment of this contract as to the delivery of exhibit space if nondelivery is due to any of the following causes: by reason of the facility being damaged or destroyed by fire, natural disasters, public enemy, war or insurrections, strikes, the authority of the law, postponement or cancellation of the exhibition or for any cause beyond its control. However, in the event of its not being able to hold an exhibit for any of the above-named reasons, it will reimburse exhibitor on a pro rata basis on any amount paid, less any and all legitimate expenses incurred, such as, but not limited to, rent, advertising, salaries, operating costs, etc.

7. INDEMNIFICATION—Exhibitor assumes responsibility and agrees to indemnify and defend *U.S. Psychiatric and Mental Health Congress*, Rosen Shingle Creek and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises.

8. LIABILITY—Exhibitor shall not commence any action arising from this agreement or any breach thereof, or in any manner relating to the *U.S. Psychiatric and Mental Health Congress* except in a competent court in the county of Hudson, state of New Jersey.

9. SECURITY—Exhibition Management will provide perimeter security guard service only. Exhibitor is responsible for insuring its own exhibit and display materials from place of shipment to the exhibition facility and return, including the period during which materials remain in the exhibition, covering all risks (liability, fire, theft, damage, etc.). Exhibition Management is not responsible for lost, damaged or stolen goods.

10. PROTECTION OF FACILITIES—Nothing shall be posted, tacked, nailed, screwed or otherwise attached to the columns, walls, floors or other parts of the authority. Packing, unpacking and assembly of exhibits shall take place only in designated areas and in conformity with directions of the Exhibition Management and Rosen Shingle Creek or hotel facility manager or their assistants.

11. EXHIBITOR SERVICE MANUAL—Exhibition Management will furnish an Exhibitor Service Manual to the exhibitor at least 90 days prior to the exhibition. This manual will include specifications for drayage, labor requirements, labor rates, electricity, lighting, water, carpeting, furniture, telephones, food and beverage service, etc. This manual is to be read over carefully by the person in charge of preparing the exhibit.

12. SERVICE ORGANIZATIONS—Exhibition Management shall designate contractors to perform work at exhibitor's expense where not otherwise done by Exhibition Management pursuant to this contract. Where union personnel are required by the exhibition facility or by contractors involved, it shall be the exhibitor's responsibility to comply with such requirements. In no event shall Exhibition Management be responsible for the conduct of contractors or their employees. Exhibition Management assumes no responsibility for failure to perform by contractors, their charges or any other matter relating to contractors or the exhibition facility.

13. BOOTHS—A standard booth package (back and side wall draping and identification sign) is provided by Exhibition Management without cost to the exhibitor. If the exhibitor plans to install a completely constructed display of such a character that the exhibitor will not require or desire the use of standard booth equipment, no part thereof shall so project as to obstruct the view of adjacent booths. No display may exceed a height of 10' on the back wall or be higher than side wall specifications without the written consent of Exhibition Management. The *U.S. Psychiatric and Mental Health Congress* follows the IAAE Guidelines for Display Rules and Regulations: <http://www.psychcongress.com/sites/naccme.com/files/iaee-display-rules-regs.pdf>

14. DISSEMINATION OF INFORMATION—Exhibitors displaying products that are regulated by the Food and Drug Administration (FDA) must comply with all respective guidelines concerning their promotion, along with any FDA restrictions associated with unapproved products on display.

15. FURNITURE—If the exhibitor requires furniture, carpet, etc., the exhibitor should communicate in advance with the official decorator. See the Exhibitor Service Manual for full details.

16. INSTALLATION AND DISMANTLING—The specific requirements as to time for installation and dismantling of exhibits shall be as set forth in the Exhibitor Service Manual supplied to each exhibitor for the particular convention or conference for which a license has been granted. Such requirements shall be binding upon the licenses as though fully set forth herein. The exhibitor agrees to wait until the official hall closing time before dismantling his booth, regardless of traffic flow.

17. ACCESS TO DISPLAYS—Exhibition Management may from time to time promulgate such regulations thereto as may be found in its judgment to be most practicable.

18. RESTRICTION ON SELLING—All over-the-counter sales of any kind that involve the exchange of currency for goods received during the exhibition are prohibited, except as approved by *U.S. Psychiatric and Mental Health Congress* in writing in advance of the exhibition.

19. RULES AND REGULATIONS—Detailed rules and regulations will be included in the 2014 Prospectus. Once available, please reference the Prospectus for detailed information including food and beverage policies, promotional sponsorships, and more.

20. COPYRIGHTED MATERIALS—Exhibitors shall not play or permit the playing, performance, or distribution of any copyrighted material at the Event unless they have obtained all necessary rights and paid all required royalties, fees or other payments.

21. CHANGES TO EVENT—Organizer reserves the right to rename or relocate the event or change the dates on which it is held. If organizer changes the name of the event, relocates the event to another event facility within the same city, or changes the dates for the event to dates that are not more than 30 days earlier or 30 days later than the dates on which the event originally was scheduled to be held, no refund will be due to exhibitor, but organizer shall assign to exhibitor, in lieu of the original space, such other space as organizer deems appropriate. Exhibitor agrees to use such space under the terms of this contract.

22. CANCELLATION OF EVENT—Organizer may cancel all or any part of the event or reduce the amount of space allocated to the event for any reason in its sole discretion and for acts beyond its reasonable control, which acts may include but are not limited to fire, strike, earthquake, damage, construction or renovation to the exhibit facility, government regulation, public catastrophe or natural disaster. If the event is canceled in its entirety, this contract shall automatically terminate, and organizer shall refund to exhibitor all exhibit space rental fees previously paid in full satisfaction of all liabilities of organizer to exhibitor. Refunds shall not be made for partial cancellations or reductions in the size or scope of the event. Any exhibitor who cancels this contract prior to any cancellation of the event by organizer shall not be entitled to any refunds paid pursuant to this section.

23. CANCELLATION BY EXHIBITOR—If exhibitor desires to cancel this agreement, exhibitor may only do so by giving notice thereof in writing sent to the organizer with evidence of receipt. In the event the exhibitor cancels all or part of the exhibit space contracted for hereunder, organizer shall assess cancellation fee as a percentage of the total exhibit space rental fee as follows:

\$0.00 Penalty	On/Before December 31, 2013
50% Penalty	On/After January 1, 2014 and Before June 1, 2014
100% Penalty	On/After June 1, 2014

24. REFUND POLICY—Please reference the cancellation terms and penalties under #23 CANCELLATION BY EXHIBITOR. There will be no refunds for cancellations received on/after June 1, 2014.

Laboratories, Medical Device, Pharmaceutical & Pharmacogenetics Companies
Jennifer Griffith
Director, Exhibits & Sponsorship Services
NACCME
Office/Mobile: 949.302.0734
Fax: 714.922.6153
Jennifer.Griffith@NACCME.com

All Other Companies
Ken Palmer
Account Executive, Exhibit & Sponsorship Services
NACCME
609.630.6271 | Cell: 973.219.9810
Fax: 609.371.2733
Ken.palmer@NACCME.com

Sponsor and Education Provider



Logistics and Meeting Provider

